

Bringing in tourists and dollars

Tourism is one of Wisconsin's primary economic sectors, with \$11.4 billion in tourist expenditures in the state in 2001. The importance of tourism is growing worldwide, and tourism is totally and uniquely dependent on the transportation system.

Visitors from across the nation and around the world need easy and convenient access to and from Wisconsin. Once they arrive, Wisconsin offers many pleasurable and scenic trips.

Highways link Wisconsin to the nation

Wisconsin's Corridors 2020 highways provide four-lane access to major Midwest markets. With highways that are largely free of congestion, travelers spend less time driving and have more time to spend dollars at their final destination.



Wisconsin's Rustic Roads
Photos by Ken Zingg

Local roads expand tourism opportunities

Once travelers arrive in Wisconsin, local roads and streets provide access to shopping, parks, beaches, restaurants, camp sites, water parks and other recreational opportunities.

In any season, the drive itself is an attraction in Wisconsin. State and local roadways offer beautiful scenery for tour

buses, motorists, bicyclists and pedestrians. In particular, Wisconsin's Rustic Roads System offers 480 miles of the most picturesque drives by preserving scenic and lightly-traveled roadways.

Tourists arrive by plane, train and boat

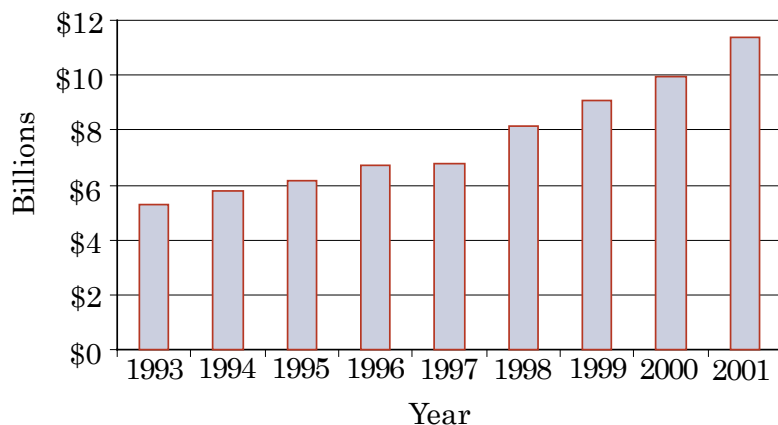
Wisconsin's airports, harbors and train stations welcome visitors from around the world.

Over 4.6 million people boarded commercial flights in Wisconsin in 2000.

About 450,000 people take an Amtrak train to or from the state every year.

Others use the SS Badger carferry across Lake Michigan, while some arrive on Great Lakes tour vessels or their own private boats at one of Wisconsin's harbors.

Annual tourism expenditures in Wisconsin



Wisconsin mixes both rural and urban tourism

Wisconsin provides a diverse menu of tourism opportunities. Milwaukee, Waukesha, Madison and other cities offer top-notch convention and meeting facilities, and offer the hustle and bustle of an urban tourism experience.

Bayfield, Door, Oneida, Vilas and other counties let tourists get away from it all in natural settings. Finally, the Wisconsin Dells area in Sauk and Columbia counties offers its own unique mix of scenic beauty and trendy tourism opportunities!

